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2nd Edition



Building Wealth with Real Estate Investments

GARY W. ELDRED, PhD
bestselling author of
Investing in Real Estate



FOREWORD BY DONALD TRUMP



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REAL ESTATE 101

Building Wealth with
Real Estate Investments

SECOND EDITION

FOREWORD BY DONALD TRUMP

GARY W. ELDRED, PhD



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FOREWORD TO THE TRUMP UNIVERSITY 101 SERIES

by Donald J. Trump

PEOPLE OFTEN ASK me the secret to my success, and the answer is simple: focus, hard work, and tenacity. I've had some lucky breaks, but luck will only get you so far. You also need business savvy—not necessarily a degree from Wharton, but you do need the desire and discipline to educate yourself. I created Trump University to give motivated business people the skills required to achieve lasting success.

The Trump University 101 Series explains the most powerful and important ideas in business—the same concepts taught in the most respected MBA curriculums and used by the most successful companies in the world, including The Trump Organization. Each book is written by a top professor, author, or entrepreneur whose goal is to help you put these ideas to use in your business right away. If you're not satisfied with the status quo in your career, read this book, pick one key idea, and implement it. I guarantee it will make you money.





Donald Trump congratulates Gary Eldred for his outstanding work on Trump University's mastery program in real estate. (Photo by Karen Slavick, Trump University)

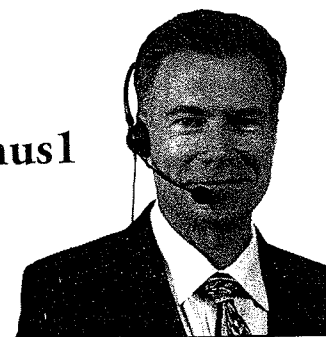
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Thinking small when you can be thinking big is definitely limiting your potential. People are capable of doing great things, but not if they don't envision great things being done. You don't have to waste time working your way up to the top when you can start there in your mind.

Trump University is looking for a few select individuals to work with on a very exclusive basis. We only want to work with success-minded people that have what it takes to achieve their dreams. Call today and get started on the path to success with your FREE “Think Big” consultation.

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- Build a long-term portfolio
- Finance your deals with minimal capital
- Invest in projects out of state
- Use the internet to source profitable deals

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- Network with other success-oriented entrepreneurs
- View archived webinars
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Edition is packed with smart strategies and moneymaking ideas that work.

Just like the first edition, this new revision includes the essentials of financing, property management, and property analysis. It shows you how and where to find properties that fit your investing goals and how to follow and predict trends in property value, rent levels, and price appreciation. Plus, it teaches you the techniques you need to negotiate with every kind of seller.

Perfect as either a stand-alone guide to investing or as a companion text for Trump University real estate courses, *Trump University Real Estate 101, Second Edition* offers the insight, information, and practical tools you need to start making money. Whether you need help with a one-time deal or you're investing as a professional, this guide will sharpen your performance.

GARY W. ELDRED has been investing successfully in real estate for twenty-five years and has consulted on real estate issues with many Fortune 500 companies. He formerly served on the graduate business faculty of Stanford University and the University of Virginia. He is the bestselling author of *Investing in Real Estate, Sixth Edition*, *The Beginner's Guide to Real Estate Investing, Second Edition*, and *The 106 Common Mistakes Homebuyers Make (and How to Avoid Them), Fourth Edition*, all from Wiley.

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Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Written by leading experts and including an inspiring Foreword by Trump himself, these books present smart business wisdom illustrated with real-life examples from Trump and other world-renowned experts. Perfect for anyone who wants to get ahead in business without the cost of an MBA, these street-smart guides provide real-world business advice based on the one thing you can't get in any business school—experience.

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FOREWORD TO TRUMP UNIVERSITY COMMERCIAL REAL ESTATE 101

The only way to run an organization as large as mine is to be highly efficient. The competition is simply too great to trust mere theory. Therefore I use tested and proven methods whenever possible.

I built Trump University on the same principle. If you're looking for nice-sounding theory, you won't find it in my organization. I've made sure that the curriculum is built on a rock-solid foundation of proven methods for building your business.

The book you are holding, Trump University Commercial Real Estate 101, is no different. I chose David Lindahl to write it because he's not only a highly successful investor, but he has a knack for clarity in explaining commercial real estate investing.

Clarity is especially important when it comes to this topic. Unlike investing in single-family homes, it's possible to be overwhelmed by the size and purchase price of commercial properties. Don't let that deter you from pursuing your dreams! Trust me: You don't have to implement everything right away. Just take one investing step at a time. The real key to success is to get moving and take those steps.

FOREWORD

You've made a smart move by getting your commercial real estate investing advice from Trump University. Study this book and follow the advice. Who knows—someday you and I may own properties next to each other.


DONALD J. TRUMP



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his book and follow
own properties next

1

DONALD J. TRUMP



COMMERCIAL REAL ESTATE INVESTING

IT'S NOT ONLY
FOR BILLIONAIRES

Do you have the mind-set of a winner?

Here's how a billionaire-wannabe thinks: "Someday, if I'm as wealthy as Donald Trump, I'd love to own a bunch of properties in my town."

Here's how a future billionaire thinks: "The way to become as wealthy as Donald Trump is to start owning commercial property in my town."

Commercial property isn't your destination; it's the way you will reach it.

COMMERCIAL REAL ESTATE IS THE INVISIBLE GIANT

You can't pick up a newspaper these days without seeing some story—usually negative—about the residential real estate market. But there's another, quiet, vast real estate market that is quite independent of the ups and downs of residential property.

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PERSONAL GOALS:

- ☒ Get promoted.
- ☒ Fire my boss.
- ☒ Start my own business.
- ☒ Buy a home.
- ☒ Flip a home.
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- ☒ Live larger.
- ☒ Laugh more.
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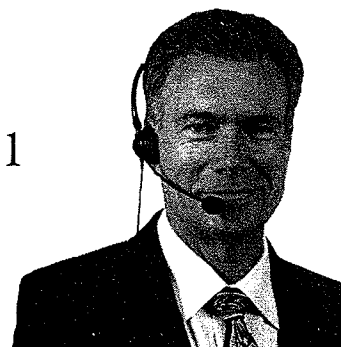
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- Network with other success-oriented entrepreneurs
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You'll see an impressive collection of tools and resources that we have put together. It includes several back issues of David Lindahl's Real Estate Insights newsletter, special reports on financing your deals, a CD/DVD set, and even a full-color poster that details the entire real estate emerging market cycle.

Again, congratulations for getting and reading this book. We stand ready to provide even more tools and systems to ensure your commercial real estate investing success.



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Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Each book is written by a leading expert in the field and includes an inspiring Foreword by Trump himself. Key ideas throughout are illustrated by real-life examples from Trump and other senior executives in the Trump organization. Perfect for anyone who wants to get ahead in business, with or without the MBA, these streetwise books provide real-world business advice based on the one thing readers can't get in any business school—experience.

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